ABSTRACT OF THE DISCLOSURE

A system and method for forecasting the effects of a marketing decision on future sales by analyzing product sales strategies using archived sales data obtained from database files are disclosed. The database files may be validated so as to insure their integrity. An initial sales profile is used with a defined analysis period to calculate an adjusted weekly sales value and an uplifted sales value is found using a selected uplift percentage. A corresponding profit is calculated based on the uplifted sales value. The method may include risk analysis performed to yield comparative graphical data and to provide for refinement of the previous analysis.